

## ABSTRACT OF THE DISCLOSURE

A porous metal oxide material in a flake form having a specific surface area of 110 to 3000 m<sup>2</sup>/g, an average particle diameter of 5 to 500 μm, an average thickness of 0.1 to 5 μm, and an average aspect ratio of 5 to 300; a method for producing the material which comprises applying a colloid solution containing colloidal particles of the metal oxide having a particle size of 5 to 500 nm on a substrate, drying to solidify the colloid solution, delaminating the resultant solid from the substrate, and subjecting the solid to a heat treatment; and a cosmetic, a coating composition, a resin composition, an ink and a paper sheet comprising the material. The porous metal oxide material in a flake form exhibits functions inherent in a porous material, is free problems such as the reduction of handlability due to coagulation, has a great mechanical strength, and exhibits great holding capability when used as a carrier.